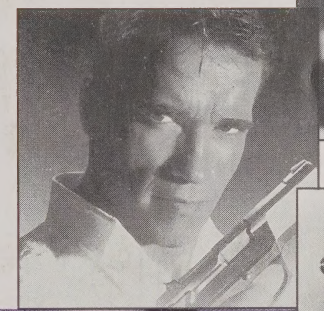
DBS DIGEST'S

DBS MARKETS

DIRECTORY



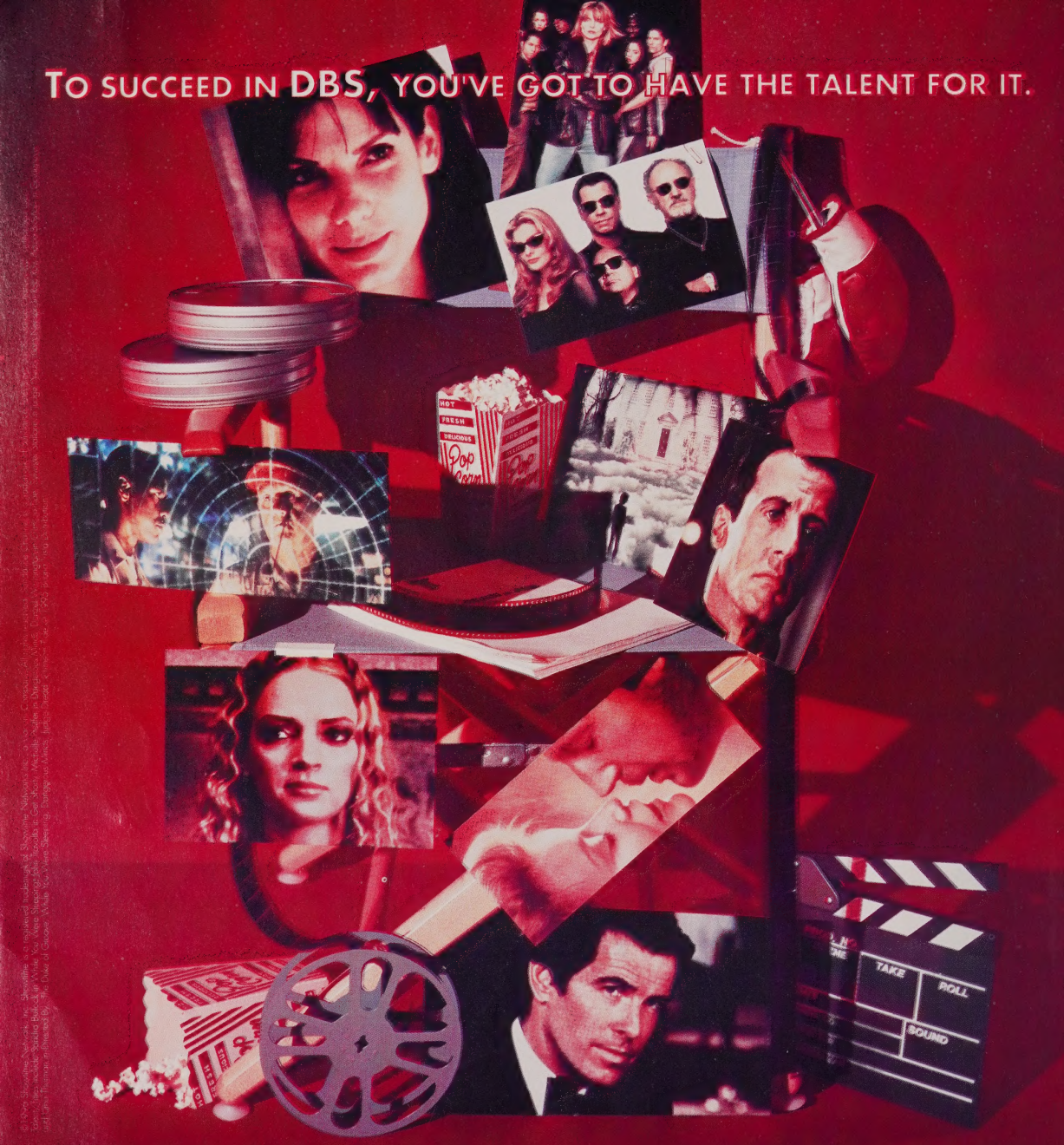
★ - Top 100 DBS Companies

★ - Denver DBS Summit '96 Event

★ - 1996 Inny Award Winners

Summer, 1996

$9.95



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PRIMESTAR is a registered service mark of Primestar Partners, L.P.

Welcome to the Next Wave:

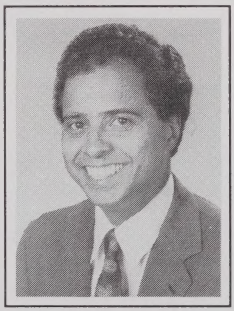
DBS In Five Million Homes by Christmas, '96?

Dear Readers:

Welcome to our 4th edition of the DBS Markets Directory. In our first year of production, we have witnessed a three-fold expansion of the DBS industry, and we look ahead to some very exciting years of explosive growth ahead.

The *DBS Market's Directory* is organized to give you quick access and quick answers about the companies, people and contact points that make up DBS today. We have included website locations as available, and provided FAX and phone numbers for all of the more than 120 companies profiled in the directory. Also, you'll find timely summaries on the activities of companies listed, with valuable information about their plans in the DBS field. As always, if you would like to be invited please contact us by phone, e-mail or regular mail. We will consider for inclusion any company making a significant commitment to serve or sell into the DBS arena.

In June, 1996, the number of North American homes with DBS surpassed the three million mark from the three major providers-- EchoStar, PrimeStar and the DirecTV/ USSB DSS group. As the fourth quarter kicks off, the number of sales for the final few months can equal that of the first nine months. It is for this reason that we predict the combined sales for DBS will surpass five million by year's end. And for 1997, many are aiming to double that figure (to 10 million homes)--helped in part by the arrival of new DBS providers. It's really within our reach---Let's give it a shot!



Lloyd P. Covens
Editor/Publisher
DBS Digest/ DBS Markets

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On the cover: *The broadcast center at the PrimeStar uplink center in Bala Cynwyd, Penn, is the starting point for many DBS signals (like sports, movies and classic TV like "I Dream of Jeannie") which are transmitted to receiving dishes like the RCA, DISH and PrimeStar systems on display at this satellite dealer showroom in Taos, N. M.*

DBS Markets' Directory is published four times per year by DBS Digest(ISSN 1074-4053), the leading FAX newsletter exclusively devoted to the direct broadcast satellite business. Your comments are welcomed and may be sent to DBS Digest - 140 West 29th St., Suite 363, Pueblo, Colorado 81008. Phone: 719-545-1986 or FAX: 719-545-1881. E-mail: CitySat@aol.com.

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DBS Markets.

Directory Of Leading DBS Companies

A & E Networks /History Channel

235 East 45th St.
New York, NY 10017
9th Floor
212-210-1313
Fax: 212-210-1493

Nick Davatzes, President/CEO
Whitney Goit, Executive V.P. Sales Mktg.
Seymour Lesser, Executive V.P. CFO

ALL-SYSTEMS

782 East 93rd St.
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718-346-1200

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Richard Logiudice, Executive Vice President
Joe Cohen, National Sales Manager

All Systems is the DISH NETWORK DISTRIBUTOR in the States of Maine, New Hampshire, Massachusetts, Vermont, Rhode Island, Connecticut, New Jersey, New York, Delaware, Pennsylvania, Maryland, Virginia, and West Virginia.

AlphaStar Television Network Inc.

208 Harbor Dr.
Stamford, CT 06902
203-359-8077
Fax:203-359-8281

Murray Klippenstein, President and CEO
Stuart Jacob, Vice President, Programming, Marketing & Business Development
Jim Shelton, Vice President, Technology
Clive Hobson, Director of Corporate Communications
Rhonda Wade, Director of New Business Development

AlphaStar plans to offer over 100 digital channels to US DBS customers utilizing MPEG-2 DVB world standard technology. The company is owned by Toronto-based Tee-Comm Electronics, a publicly traded company on the Toronto Stock Exchange (symbol: TENX) and Nasdaq (TENXF). Tee-Comm manufactures digital IRDs and has contracts for provision of digital IRD's to be built for AlphaStar by Hyundai Electronics and by Finland's electronics giant Nokia.

Astrotel Communications Corp.

17906 Crusader Ave. Suite 201
Cerritos, CA 90703
310-403-7040
Fax: 310-403-7040

Doug Adams, President
Carol Kirksey, V.P./Finance
Ralph Woodward, National Sales Manager

Today, Astrotel is one of the major suppliers of LNBs and LNBFs worldwide. The DBS market is complemented by Astrotel's high quality LNBFs ranging from offset to prime focus and combination C-band, Ku-band, and DBS LNBs and LNBFs.

AT&T Consumer Small Business Division

295 North Maple Ave.
Basking Ridge, NJ 07920
908-221-2000
FAX: 908-630-1219

Robert Allen, Chairman, AT&T Corp.
Joseph Nacchio, Executive Vice President, AT&T Consumer
Cathy-Ann Martine, Vice President, Direct Broadcast Satellite Service

With annual sales in consumer products topping $25 billion, this AT&T division has entered the DBS arena with an initial purchase of two percent of DirecTV for $137 million. AT&T has begun direct marketing of DSS Systems and programming using

SkyFORUM VI

"On the Road to 20 Million"

Tuesday, September 24, 1996 — 9:00 am - 5:00 pm

Marriott Marquis • New York, NY

Featured Speakers

John Hendricks, Discovery Communications, Chairman
Reed Hundt, FCC, Chairman

Who Should Attend

- Wall Street Analysts • Members of the Press
- Satellite Industry Company Representatives
- Investment Firms • Public Relations Firms
- Bankers • Advertising Executives • Consultants
- Other Multi-Channel Video Technologies

Schedule of Events

9:00am - 9:30am **Opening Events**
Featured Speaker: John Hendricks, Chairman, Discovery Communications

9:30am - 10:30am **Panel:** "Decision '96: Strategic Alliances for the Digital Age"

We have all heard of the overused buzz words like *convergence* and *information highway* — now *Sky*FORUM VI moves beyond the hype and brings together the executives who are responsible for taking us into the Digital Age. These key telecommunications leaders are building the future today — and this SuperPanel will provide attendees with a unique "behind the scenes" tour of tomorrow's telecommunication marketplace.

10:30am - 11:30am **Panel:** "Making Dollars and Sense Out of the Direct-To-Home Industry"

Leading analysts will investigate the short and long term viability of DTH companies and services in the United States. Formal presentations from each panelists will be provided and audience participation welcomed.

11:30am - 1:00pm **Lunch**

Luncheon Speaker: Reed Hundt, FCC Chairman

1:00pm - 2:00pm **Panel:** "Direct-To-Home Satellite Television: Cable's Real Competitor"

Top executives representing all the satellite service providers strategize on how to position DTH as the optimum consumer choice for multi-channel video. Advertising and marketing strategies to capture a growing share of television business in America will be considered.

2:00pm - 5:00pm **Live Demonstrations**

Confirmed Participants

- Jeffrey Bewkes, Chairman, President and CEO, HBO
- Richard Bilotti, Principal, Morgan Stanley
- Charlie Ergen, CEO, EchoStar Communications Corp.
- Jim Gray, Chairman and CEO. PRIMESTAR Partners
- Eddy Hartenstein, President, DIRECTV
- Stanley E. Hubbard, President and CEO, USSB
- Murray Klippenstein, President and CEO, AlphaStar Digital Television
- Mary Kukowski, Senior Vice President, Dillon Read
- Terence McGuirk, Exec. Vice Pres., TBS, Inc.
- Preston Padden, Chairman & CEO, ASkyB
- Tom Wolzein, Research Analyst: Video Media, Sanford C. Bernstein

Invited Participants

- Matthew Blank, President, Showtime Networks, Inc.
- Michael Bloomberg, President, Bloomberg LP
- Lou Dobbs, Executive Vice President, CNN, Executive in charge, CNN*fn*
- Craig Mundie, Senior Vice President, Microsoft
- Sumner Redstone, Chairman and CEO, Viacom
- Cai von Rumohr, Managing Director, Cowen and Co.

Live Demonstrations

- AlphaStar Digital Television
- DIRECTV/Microsoft
- EchoStar Communications Corp.
- General Instrument
- Hughes Network Systems
- PRIMESTAR Partners
- Sony Consumer Electronics
- Thomson Consumer Electronics
- Uniden Corporation of America

Hotel Accommodations

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SkyFORUM Room Rates
$170.00 single or $180.00 double per night

The Marriott Marquis has a special room block for the *Sky*FORUM symposium. You may contact the hotel directly to make reservations 212/ 398-1900. Please identify yourself with the *Sky*FORUM symposium in order to receive the special discounted rates for attendees

Register before August 30th and $$$ave

For registration information call — 1-800-654-9276 or fax 818/558-1279
For further information call — 1-800-541-5981 or 703/ 549-6990

its established customer base of some 90 million long-distance accounts. AT&T has the option to purchase up to 30 percent of DirecTV over the next five years at a price to be determined based upon AT&T's success rate in signing up new subscribers.

Avcom of Virginia, Inc.

500 Southlake Blvd
Richmond, VA 23236
804-794-2500
Fax: 804-794-8284

R. Andrew Hatfiield, President
Peter Gaglio, V.P. of Operations
Charlie Odom, Sales & Marketing Manager

AVCOM is a manufacturer of Portable Spectrum Analyzers (PSA-65A, PSA-37D & PSA-35A), Microwave Sweep Generators (MSG-1000B, MSG-5), Network and Spectrum Analyzers (NSA-1000A), Portable Test Receivers (PTR-25A), Satellite Receivers (video, SCPC & SCS), and Microwave Accessories for the satellite communications industry.

Baird Satellite Supporting Systems

3160 Logan Ave
Waterloo, IA 50703
319-233-3561
Fax: 319-235-7653

George Marquart, Board Chairman
Orllie Schweer, President
Jeff Kaufman, V.P. Manufacturing & Design

Manufacture of non-penentrating and penetrating roof bases, wall mounts, in-ground & speciality mounts.

Best Reception Systems

412 Executive Tower Drive
Suite 200
Knoxville, TN 37923
800-782-0083
Fax:423-539-5828

Bob Crabtree, President/CEO
Bert Lovingood, COO
Brad Koch, Dir./DBS Division
Dick Ashworth, Director of Operations/DBS Division

Best Reception is the master agent for PRIMESTAR distribution for the TVRO channel for the states of Alabama, Arkansas, Georgia, Louisiana, Mississippi, Missouri, Tennessee, West Virginia, and Virginia.

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Chuck Fitzer, Director of Sales
David Lantz, Digital Product Manager

Blonder Tongue is a leading provider of digital receivers, microwave products, stereo modulators, processors, demodulators, headend combines, test equipment and passive distribution products.

Bose Corporation

The Mountain
Framingham, MA 01701-9168
508-879-7330
Fax:508-872-6541

Alan Evelyn, Vice President
Mike Edwards, Business Mgr. Eastern Region
Don Henning, Business Mgr. Western Region
Laurie Whitley, Sales

CVS

1139 S. Baldwin
PO Box 1990
Marion, IN 46953
800-825-1100
Fax:317-668-5900

Jerry Collins, President
Joe Collins, Vice President
Atef Iskander, Controller
Tom Collins, Vice President/Sales

Jeff Raver, Asst. Vice President/Sales
CVS is the master agent for PRIMESTAR by TCI's and PRIMESTAR by Cox's distribution of systems to TVRO channels in the states of Illinois, Indiana, Iowa, Kentucky, Michigan, Ohio and Wisconsin.

Cablevision Systems Corp.

One Media Crossways
Woodbury, NY 11797
513-364-8450
Fax:516-364-4085
Fax:516-364-6279

Charles Dolan, Chairman
James L. Dolan, CEO
Josh Sapan, CEO Rainbow Programming Service

Company head Charlie Dolan was a partner in the SkyCable venture of the early 90s which also had partner interest from Hughes, Rupert Murdoch and NBC. Cablevision is the largest cable MSO(no.6) which is not a PrimeStar Partner. Cablevision owns Rainbow Programming (AMC, Bravo, IFC) and several regional Sports Channel services.

California Amplifier

460 Calle San Pablo
Camarillo, CA 93012
805-987-9000
Fax:805-987-8359

Ira "Ike" Coron, Chairman and CEO
Kris Kelkar, Senior V.P., Sales & Marketing
Chuck Uhl, Vice President of Sales-Wireless Cable Products
Valerie Williams, Director of Product Marketing

California Amplifier designs, manufactures and markets a broad line of microwave amplifiers, downconverters, antennas and integrated products for the reception of signals used primarily in conjunction with the delivery of multichannel television. Additionally, the Company markets MultiCipher Systems, broadband scrambling systems used for the encoding and decoding of multichannel television systems signals. Applications for the Company's products include Wireless Cable television systems, home satellite dishes and commercial satellite television earth systems. California Amplifier, Inc. Common stock is traded on the NASDAQ stock market's National Market under the symbol of CAMP.

C-Cube Microsystems

1778 McCarthy Blvd.
Milpitas, CA 95035
408-944-8112
Fax:408-944-6314

Alex Balkanski, Executive Vice President
Dave Taylor, Director, Marketing

C-Cube Microsystems has pioneered the implementation of digitally-compressed video for many applications including the DSS project of DirecTV/USSB, and the General Instrument Digicipher. The C-Cube encoding chips are used by virtually every major provider of digital compression today.

Channel Master®
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Channel Master(division of Avnet)

1315 Industrial Park Drive
Smithfield, NC 27577 USA
919-934-9711
Fax:919-989-2200

Syl Herlihy, President
Donald Berg, Vice President
Richard Derrenbacher, Marketing Manager
George Jusaites, Assistant to the President
Ken Sinick, Sales Manager

Channel Master is an original equipment manufacturer (OEM) of DBS products for customers worldwide. Channel Master is a multinational company with facilities located in the United States, the United Kingdom and Taiwan. With over 1,000,000 square feet of manufacturing space at its two facilities in Smithfield, North Carolina, Channel Master can provide high-tech robotics welding operations, heavy and light metal fabrication, SMC fiberglass antenna molding, and powder-coat

painting. The company has concentrated its manufacturing efforts over the past decade to become the largest producer of satellite reception equipment.

Circuit City Stores

9950 Mayland Drive
Richmond, VA 23233
804-527-4000
Fax:804-527-4175

Richard L. Sharp, Chairman and CEO
Alan McCollough, Sr. Vice President-Merchandising
Richard W. Souder Jr., Asst. V.P. Merchandising

Circuit City Stores, Inc. is the nations largest retailer of brand-name consumer electronics and major appliances and a leading retailer of personal computers and music software. Circuit City offers consumers both the Thomson Consumer-RCA and Sony Electronics DSS products in the company's more than 400 Superstores, and nearly 38 mall-based Circuit City Express stores throughout the United States.

Comcast Corporation

1500 Market Street
Philadelphia, PA 19102
215-665-1700
Fax:215-981-7790

Brian L. Roberts, President
Mark Coblitz, President, Strategic Planning
Rick Sperry, Vice President Marketing
LeRoy Rodman, Director, PRIMESTAR Operations

In 1990, Comcast began marketing PRIMESTAR in Alabama and Mississippi. As one of the PRIMESTAR Partners, Comcast helped develop strategy for packaging and distributing the service within its territories. Comcast is active in programming content with holdings in QVC, E! Entertainment, The Golf Channel, The Sunshine Network, Turner Broadcasting and Viewer's Choice.

Compression Labs Inc.

2860 Junction Ave.
San Jose, CA 95134
408-435-3000
Fax:408-922-5429

James Lakin, Vice President, Marketing
Michael Kaskowitz, Vice President, Engineering
Frank Krusenski, Product Marketing Director

When DSS was about to take flight, perhaps no other company worked longer to ensure a successful integration of the complex digital technologies. Working with Thomson/RCA, CLI has been instrumental in bringing the never-before-used level of digital broadcasting to fruition.

COMSAT World Systems

6560 Rock Spring Drive
Bestheda, MD 20817
301-214-3438
Fax:301-214-7100

Maury Mechanic, Vice President
David Liddle, Director, Broadcast Services
Alison Ross-Tompkins, Account Manager

Consumer Satellite Systems

9190 Corporation Drive
Indianapolis, IN 46256
317-845-4400
Fax:317-849-5732

Michael Schroeder, President
Jan Schroeder, Executive Vice President
Dave Selbert, Vice President

Consumer Satellite Systems is one of four DirecTV-designated Sales Master Agents, CSS holds significant territories for DSS-perhaps 34% of the total DSS potential area. Those states include Illinois, Indiana, Ohio, West Virginia, Pennsylvania, Kentucky, Tennessee, Georgia, Mississippi, Alabama and Southern Michigan, Florida and South Carolina.

Continental Cablevision

The Pilot-Lewis Wharf
Boston, MA 02110
617-742-9500
Fax:617-742-0612
WWW: minidishtv.com

Bill Schleyer, President
Ron Cooper, Executive Vice President
Jeff Delorme, Executive Vice President
Hank Lytle, Regional General Manager (Ohio)

As the number three cable MSO, the Primestar Partner with around 110,000 subscribers is being acquired by U.S. West. Continental's new ownership must decide how it will continue tobuild it's DBS presence as part of the medium-powered DBS provider.

COX Enterprises Inc.

1400 Lake Hearn Drive
Atlanta, GA 30319
404-843-5000
Fax:404-843-5142

James C. Kennedy, Chairman & CEO
David Easterly, President
Ajit Dalvi, Vice President/ PrimeStar Board Member
Macon Cherp, Coordinator PRIMESTAR Operations & Marketing
David E. Limebrook, Vice President Field Marketing
Adam Naide, Manager of PRIMESTAR Field Marketing
Randy O'Neal, Manager Satellite Business Operations

Cox Enterprises is a major media company diversified in cable, newspapers, broadcasting and telephony. On the programming side, Cox has a significant position in Viewer's Choice and The Discovery Channel.

Craftech Industries, Inc.

8 Dock Street
P. O. Box 636
Hudson, NY 12534
518-828-5001
Fax: 518-828-9468

Richard Whiteman, President
Barbara Gerard, V.P. Marketing

Craftech Industries, Inc. is a manufacturrer of high technology plastic fasteners, components, structural hardware, shapes and tools to solve tough engineering problems where metals fail. Standard and custom parts in widest possible selection of plastic materials.

DAEWOO Electronics Corporation of America

120 Chubb Ave
Lyndhurst, NJ 07071
201-460-2000
Fax:201-935-5284

Yong Nam Cho, President
Harris Choi, Sales Manager
John Suh, Senior Service Manager
Larry Zieglmeier, Tech Support Manager
Y.J. Park R&D

DBS Depot\Viewstar Entertainment

6280 Highway 53 East
Suite 204
Dawsonville, GA 30534
706-216-1060
Fax: 706-216-1205

Donald Weber, President
Woody Griffin, Chief Financial Officer
Steven Weber, Vice President, Customer Service
Jennifer Major, Marketing Manager
Frank Casten, Vice President, Operations

Provider of DirecTV, Inc. in 8 North Georgia counties as well as distributor of hardware for DSS.

DBS Digest

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Pueblo, CO 81003
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Fax:719-545-1881

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Letitia Covens, Vice President, Operations
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In 1993, DBS Digest began publiishing as the first fax-delivered newsletter on DBS developments, and co-sponsor of the annual "Global DBS Summit" held each summer. DBS Digest produces the quarterly "DBS Markets" directory.

DBS Systems Corp.

9401 ArrowPoint Blvd.
Charlotte, NC 28273
704-559-4900
Fax:704-559-4949

George M. Mackie, President,
Maria C. Ham, VP Business Development
Peter J. Nault, VP Chief Operating Officer

@ DBS

Selected World Wide Web Sites of Interest

Site Provider	*Web Location (add http://)*
AlphaStar	www.alphastar-tv.com
AT&T	www.att.com
Continental Satellite/PrimeStar Site	www.minidishtv.com
The DBS Home Page	www.dbsdish.com/main.html
DBS Online	www.dbsonline.com
DirecPC	www.direcpc.com
DirecTV	www.directv.com
Dish Network	www.dishnetwork.com
EchoStar	www.echo.com
ESPN	espnet.sportszone.com
ExpressVu (Canada)	www.expressvu.com
FCC	www.fcc.gov
Fox	www.foxnetwork.com
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(continued on page 27)

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ORBITRON, A Division Of Greenbriar Products, Inc. 351 S. Peterson St.,
Spring Green Wisconsin 53588 USA Tel: (608) 588-2923 Fax: (608) 588-2257

DBS Passes Three Million Homes: Pricing, Market Share Is New Focus

by Lloyd Covens
Editor, *DBS Digest*

1996 has made some believers. It is no longer a question of whether the DBS business is successful...only speculation about how big the industry will get. The 4th annual DBS Summit in Denver, June 26-28, 1996 brought together more than 560 interested attendees to discuss the issues of the day, and look ahead to the promising future of the direct broadcast satellite business.

DBS Digest and Global Exposition Holdings prepared 18 workshops, seminars, and tutorials covering every aspect of the DBS industry and added 25 DBS exhibits which showed some of the latest hardware developments broadening the scope of DBS.

DBS Consumer Profile

Who is the typical DBS consumer? That was a key question to the panel "Inside the Consumer's Mind: Finding the DBS Target." EchoStar vice president for marketing Barbara Sullivan said she expected the home-owning, 35-year plus, higher than average TV watchers to power DBS sales past the first three million.

Citing a Satellite Broadcasting sponsored study, SkyTRENDS researcher Pinna Gallant said the majority of DBS consumers had household incomes topping $56,000 per year, tended to live in the southeastern US, and 40% were cabled areas. While Montana and Vermont lead the way in DTH penetration over 15 percent, Gallant said other high growth states included Texas, New York, and Virginia.

Market researcher Stephen Liebmann brought new data in a recent study showing that the high monthly-revenue subscribers moving to DBS--some paying $55 to $60 per month for programming--were prime cable losses in the fight for eyeballs. Liebmann pointed out that DBS still has to deal with the issue of cable's advantage in offering free additional outlets, citing the high cost of putting a second TV on in the DBS home.

Commtek editorial director Philip Swann pointed to the DBS owners high use of pay-per-view. Swann cited his company research showing 68 percent of DSS owners ordered a PPV movie within the previous three months, where only 9.9 percent of cable customers had ordered a PPV movie.

Among the DBS key executives, DirecTV James Ramo executive vice president expects his service to end 1996 near three millon homes. At EchoStar, president Carl Vogel hopes to close the year with 400,000 suscribers. And PrimeStar will close in on its two millionth customer, according to senior vice president Denny Wilkinson.

Coming to Retail With $199 Offer

The $199 hardware pricing of EchoStar was the hot topic at the Summit, with some projecting competition would force Echo's competitors to respond. But RCA's national sales manager Stan Kozlowski said "cutting the retailer out of the profit picture is not going to continue to boost sales."

PrimeStar senior vice president for sales and distribution Don Herr said his companies' commissions to retailers and satellite dealers would continue to remain constant regardless of different pricing strategies. He said the PrimeStar target consumer is "Main Street Americans with an average of $3,000 in their savings account."

Carmel Group president Steve Blum predicted the discounted Echo DISH offer of $199 (plus $300 prepaid programming charge) would create a loss $64 million this year and $23 million in 1997. But with 1.7 million subs projected for 1998, Blum expects Echo to break into the black, potentially generating profits of $253 million in 2000.

The Value of DBS Stocks

The June 27th early-bird session "Wall Street's DBS Play" gave show-goers a glimpse into the valuation game. In light of several successful new offerngs of publicly traded DBS companies, panel members agreed that Wall Street may be more interested in the eventuality of mergers and partnerships among the DBS prices, along with

offering unique program DBS players, than with the prospects for subscriber growth.

UBS Securties vice president Rick Westerman developed a formula for valuing the stocks of U.S. Satellite Broadcasting (around $1100 per subscriber) for 1997 at around $35, and predicted EchoStar's 1997 stock value at *(continued on page 36)*

Who's-Who In DBS:

Leaders of the North American DBS scene shared their views with some 585 DBS Summit delegates. Top right: EchoStar's Carl Vogel(left), USSB's Stan E. Hubbard, PrimeStar's Denny Wilkinson, AlphaStar's Murray Klippenstein and DirecTV's Jim Ramo. Center picture: The Next DBS Wave, (from left) moderator Irl Marshall, Tel-Quest's Barbara Sparks, TCI Satellite's Gary Marshall, AT&T's Cathy Martine, MCI/Sky's Susan Mayer and Hughes Network's Paul Gaske. At right, leading programmer's (from left): Gene Falk(Showtime), Leslie Nittler(Encore), John Ovrutsky, (HBO), Mary Pat Ryan (USSB), Larry Smith (EchoStar) and Stu Jacob (AlphaStar).

DBS Systems Corporation is responsible for the development and ongoing management of a Subscriber Transaction Management System (STMS) specifically designed and developed for the DBS service industry. The system is crafted to provide responsive subscriber care and maintenance from prospect status throughout the ongoing service relationship with the Network Operator. The system is the heart of a critical mission, high volume environment processing massive volumes of transactions in support of a rapidly growing subscriber population.

DBS Systems Corporation is the STMS application software provider for DIRECTV in its highly successful implementation in the United States. DBS Systems is also the software provider for and partner with CLT, a major European broadcaster now launching digital DTH services in Germany, France and Luxembourg.

DLS

14745 Carmenita Rd.
Norwalk, CA 90650
310-802-7450
Fax: 310-802-1240

Peter Fanon, President
Jimmy Fan, Director
Pedro Navarro, Sales Manager

DLS specializes in DBS/CATV/MATV/MMDS' electronic and connectors accessories. Products include multi-switches, return path house amplifiers, diplexers and in-line amplifiers.

DSI Distributing

2924 104th Street
Des Moines, IA 50322
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Dave Robison, President
Doug Robison, Vice President

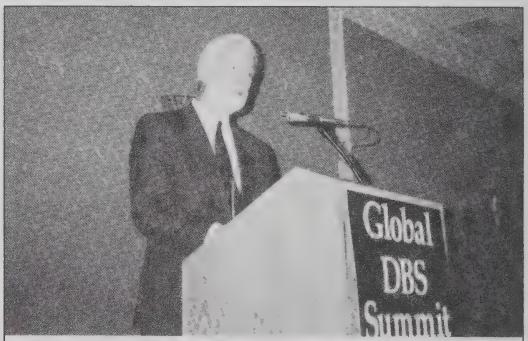
DSI Distributing is an authorized Sales Management Agent for DIRECTV nationwide. DSI is the designated TVRO distributor for Thomson Consumer Electronics for some of the most promising states-Texas, Oklahoma, Kansas, Louisiana, Arkansas, Missouri, Iowa, Mississippi, New Mexico, California, Nevada, Arizona, and Utah. DSI is a Home Theater distributor to complement DBS. Home Theater products sold include Bose, RCA, TOSHIBA, Advent, JVC, and Sherwood.

DMX (Digital Music Express)

11400 W. Olympic Blvd.
Los Angeles, CA 90064
310-444-1744
Fax:310-444-1717

Jerold Rubinstein, Chairman & CEO
Lon Troxel, Executive Vice President
Tom Oliver, Executive Vice President
Otis Smith, Executive Vice President
Rob Manning, Executive Vice President

DMX offers more than 130 formats of commercial-free CD quality music services.



DirecTV president Eddy Hartenstein at '96 DBS Summit

DIRECTV Inc.

2230 East Imperial Hwy.
El Segundo, CA 90245
310-535-5000
Fax:310-535-5225
WWW: directv.com

Eddy Hartenstein, President
Bill Butterworth, Executive Vice President
Jim Ramo, Executive Vice President
Bob Meyers, Executive Vice President and CFO

DIRECTV, Inc. has reached the 1.7 million household mark and leads all other DBS players in North America as it heads into it's third year of service . In January 1996, DIRECTV and AT&T announced a strategic partnership for AT&T to be the exclusive telecommunications company to

TeleSystem®

ELECTRONIC USA, Inc.

We do.

- Manufacture satellite dishes
- Product Development
- Offer customized service

We are.

- Europe's leading manufacturer
- Now available in the United States of America
- Ready for your requests

We have.

- Superior quality for higher performances
- The most flexible production
- Open minds

Tele System® Electronic USA, Inc.
10065 Mesa Ridge Court, Suite A
San Diego, California 92121 USA
Tel. (619) 558 - 6858
Fax (619) 546 - 0470

market and distribute the DIRECTV service and DSS equipment to its 90 million customers. AT&T also required an equity interest in DIRECTV. In March 1996 DIRECTV announced an agreement with Microsoft to deliver its existing DIRECTV video programming and future interactive data services to personal computers in early 1997. DIRECTV delivers 175 channels, including 55 pay per view channels-more than any DBS service.

DirecTV International

P.O. Box 9631
Long Beach, CA 90810
310-525-6306
FAX: 310-525-6300

Kevin McGrath, President
Celso Azevedo, Senior Vice President
Larry Hunter, Senior V. P.-General Counsel
Penelope Longbottom, Vice President, Administration

Discovery Networks

7700 Wisconsin Ave.
Bethesda, MD 20814
301-986-0444
Fax:301-986-4826

John Hendricks, Chairman & CEO
Bill Goodwyn, Senior Vice President, Affiliate Sales & Marketing
Milt Underwood, Director, Alternate Technologies
Donald Lipford, Manager, Alternate Technologies

The Learning Channel features world-class documentaries on history, human behavior and science, commercial-free/violence-free programs for preschoolers, and "how-to" programs featuring expert advice from the pros on cooking, gardening and home improvement.

The Discovery Channel offers the finest in informative entertainment about nature and the enviroment, science and technology, history, adventure and the people who share our world. The Discovery Channel is the fifth largest cable television network in the U.S., serving more than 67 million households across the nation.

Dominion Video Satellite

5551 Ridgewood Suite 505
Naples, FL 33963
813-597-3320
Fax:813-597-6478

Robert Johnson, Chairman/CEO
Allen G. Rundle, President
Randy Swanson, Vice President, General Counsel
Charlie Segura, Vice President, Marketing
Clint Schultz, Vice President, Administration

Dow Electronics

8603 Adamo Drive
Tampa, FL 33619
813-626-5195
Fax:813-628-4990

John Yodzis, President
Carol Yodzis, Advertising Manager

Dow Electronics has EchoStar DISH Network territories in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee. Distribution and Sales centers are located in Jacksonville, Orlando and Tampa FL, and Albany, Norcross and Savannah, GA.

DX Communications, Inc.

10 Skyline Drive
Hawthorne, NY 10532
914-347-4040
Fax:914-347-3953

Koki Matsumoto, President

Earth Terminal TV Ltd.

66 River Road
Bow, NH 03304
603-224-5166
800-639-8876
Fax:603-224-5316

Michael R. Mountford, President
Jeffrey Hapgood, Operations Manager
Dave Foote, Service Manager

Earth Terminal TV, Ltd. is a full service wholesale distributor of DSS, C-Band and selected consumer electronics products. ETTV offers their dealer base a wide variety of products, with financing options, co-op advertising programs and a service department for their convenience. Its headquarters office are located in Bow, NH, immediately outside of Concord, the state capitol. Originated in 1983, ET initially served its dealer base in the New

England states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut and Rhode Island.

In 1996, ETTV's territory grew with the addition of RCA product distribution rights into the states of North Carolina, Maryland, Virginia, DC and Delaware. Syracuse NY Ph:315-431-0266, 800-643-3888 Raleigh NC Ph:919-557-2268, 800-480-7718 Baltimore MD Ph:301-317-0996, 800-791-9307, Fax: 301-317-0998

EchoStar Communications Corp.

90 Inverness Circle East
Englewood, CO 80112
303-799-8222
Fax: 303-649-4939
WWW: dishnetwork.com

Charles W. Ergen, Chairmen, CEO
Carl E. Vogel, Executive Vice President,
Bill Vanderpoel, V. P., Business Development
David Moskowitz, Vice President, General Counsel
Jim DeFranco, Executive Vice President
Michael Dugan, Senior Vice President, Engineering
Barbara Sullivan, Vice President, Marketing
Larry Smith, V. P., Programming and Distribution
R. Scott Zimmer, President, EchoStar International
Steve Hunt, Vice President, Operations
J. Allen Fears, Vice President, Controller/Treasurer
Brent Gale, Vice President, Broadcast Operations
Saraya Cartwright, V. P., Consumer Service
Mark Jackson, Vice President, Engineering
Steve Schaver, Chief Financial Officer
Tom Ryan, Chief Information Officer
Scott Zwaanstra, Vice President TVRO Sales
Chris Kellar, V.P. Consumer Electronics Sales
Dave Carlson, V.P. Special Distribution Sales
Steve Skalski, Vice President International
Walt Stone, V. P. Global Manufacturing
Dick Johnson, V. P. Advance Development

Having surpassed more than 110,000 subscribers for Dish Network, EchoStar is now hoping its September 10 launch of EchoStar II will expand its programming offerings past the 150 audio/video channels. Publicly-traded under the NASDAQ symbol "DISH", EchoStar has brought its MPEG2/DVB-compliant product to some 3600 satellite specialists and consumer electronic firms across the U.S. Customer call-ins to 800-333-DISH are supported by EDS in Pennsylvania and corporate staff in Denver maintain marketing, customer service, engineering and administrative functions with significant manufacturing handled by original equipment builder SCI Systems. In addition to its access to U.S. DBS slot 148 at 119 and 61.5 degrees west longitude, EchoStar also plans to develop six to nine other satellite slots to offer international traffic and possible regional TV spot beam coverage to support local programming via DBS in the U.S. as well as Internet access via DBS.

Elcom Technologies Corp.

78 Great Valley Parkway
Malvern, PA 19355
610-408-0130
Fax:610-408-0136

Robert Vito, President
Myr Jones, Vice President, Marketing
Steve Pudles, Vice President, Engineering & Operations

Elcom Technologies offers a unique way to distribute quality video, phone, voice, audio and data to all rooms in a home over the home's existing AC wiring.

Encore Media Group

5445 DTC Pkwy. Suite 600
Englewood, CO 80111
303-267-4000
Phone: 303-741-3067

John J. Sie, Chairman/CEO
Que Spaulding, Senior Vice President, Affiliate Sales
Warren Zeller, Vice President, Marketing
Leslie Nittler, Vice President, New Media
Denise Vollenweider, Director of New Media

Encore produces 11 movies formats for DBS, including several time-specific feeds of STARZ!, and several thematic services for Encore, including Encore Western, Love, True Stories and Mystery.

EuroSat Inc.

2738 Progress Rd.
Madison, WI 53716
608-224-3876(EURO)
Fax:608-224-3875

Michael P. Renton, President
Abbas Arbab-Zadeh, Vice President
Jeff Schumann, Vice President, U.S. Operations
Paul Wittkamp, Sales Manager

Eurosat, Inc. a subsidiary of Eurosat Holdings, Inc., is the global specialist of satellite DTH products with their American operations centered in Madison, Wisconsin. Eurosat holds exclusive distribution rights for digital LNBF products manufactured by Grundig Microtech, and will launch its new dual output digital LNBF at the Nashville SBCA show.

Eurosat is licensed by DirecTV for the supply of digital satellite receivers manufactured by Daewoo Electronics, Co., LTD, and holds the O.E.M. rights to this product exclusively. Eurosat, therefore, is able to supply extensive private label requirements. At the same time, Eurosat has distribution rights for Daewoo-branded satellite receivers.

ExpressVu

1290 Central Parkway West, Suite 1008
Mississauga, ON L5C4R3
905-272-9171
Fax:905-272-5514

Michael Neuman, President and CEO
Joe Zinner, Vice-President, Sales & Marketing
Terry Snazel, Vice-President, Technology
Chris Frank, Vice-President, Government & Regulatory Affairs

ExpressVu is 100% owned by Canadian companies: Bell Canada Enterprises Inc. (BCE), Western International Communications (WIC), Canadian Satellite Communications Ltd. (Cancom) and Tee-Com Electronics. ExpressVu is licensed to provide Direct-to-Home satellite service in Canada and plans to launch with over 100 channels using an 18 inch dish and MPEG-2 DVB technology.

Faroudja Labs

750 Palomar Ave
Sunnyvale, CA 94086
408-735-1492
Fax: 408-735-8571

Isabel Faroudja, Owner

First Choice Global Financing

4155 East Jewel Ave. Suite 202
Denver, CO 80222
800-383-3051
FAX On Demand (Dealers Only):
512-404-1216

Mike Norton, President
Travis Given, Independent Acct. Rep.
Doug Partick, Independent Acct. Rep.

Arranges dealer financing for consumer's hardware for DSS, DBS & C-Band systems.

Fox Sports Direct

100 East Royal Lane
Suite 250
Irving , TX 75039
214-868-1400
Fax: 214-868-1616

Glenn Gurgiolo, President
Buzz Priestley, V.P. Commercial
Michelle Berry , Advertising Director

FutureVision, Inc.

1881 NE 26th St., Suite 60
Fort Lauderdale, FL 33305
1-888-752-DISH (3474)
Fax: 954-566-3013

Larry Wald, President & Founder
Steve Remondini, Chief Executive Officer
Cindy Ragan, Executive Vice President
Scott Seegott, Vice President of Sales

FutureVision, Inc. concentrates exclusively on DBS technologies for the marine industry (marine retailers, marinas, boat yards, accessories and electronics dealers). With over 500 installations, FutureVision has become the only marine distributor that offers the training, service and support that is required in the highly specialized industry.

Galaxy Latin America

2400 E. Commercial Blvd.
Ft. Lauderdale, FL 33308
954-958-3200
Fax:305-958-3482

Jose Antonio Rios, President, CEO
Joe Del Riego, Executive Vice President, COO
Rick Moe, Vice President, Marketing, Distribution & Sales
Jim Naro, Vice President & General Counsel
Alberto Ennis, Vice President, Programming
J. Albert Estrada, Director, Marketing & Advertising

Using the successful model of systems and technology pioneered by DIRECTV, Inc. in the United States, Galaxy Latin America (GLA) is a strategic partnership between DIRECTV International, Inc., The Cisneros Group of Companies, Televisao Abril (TVA), and MVS Multivision. Together, the partnership will launch DIRECTV to a potential 70 million households in Latin America. DIRECTV will offer over 144 digital video and audio channels to the region.

Gardiner Communications Corp.

3605 Security St.
Garland (Dallas), TX 75042
214-348-4747 Ext. 350
Fax: 214-341-1933
WWW: gardcom.com
e-mail: pgelsey@gardcom.com

Robert E. Hicks, Sales & Marketing Manager
Peter A. Gelsey, Regional Sales Manager, North & South America/Europe

Gardiner Communications has recently introduced a comprehensive line of digital Ku-band DBS LNBs, including products for reception of all major DTH and DBS systems worldwide. Founded in 1979 Gardiner characterizes itself as a high-quality low-cost producer in the high-volume market segments it targets. Products are marketed under Gardiner and OEM brand names.

Gourmet Entertaining

3915 Carnavon Way
Los Angeles, CA 90027
213-666-2728
Fax: 213-666-2442
WWW: gourmet-ent.com

James M. (Jim) Roberts, Owner

Making tools for Satellite reception installations, since 1982 Sat-site: Site Survey View finder Arl set: alignment gauge for "Polar" Mounts Sat set: alignment gauge for AZ/EL (fixed) mounts Spectrum analyzer (Canary) signal sensor. Developed DBS "sunshine method."

Group W Satellite Communications

250 Harbor Drive
Stamford, CT 06904-2210
203-965-6000
Fax:203-965-6315

Don Mitzner, President
Lloyd Werner, Executive Vice President, Sales & Marketing
Stephen Soule, Senior Vice President, Affiliate Relations
Carolyn Gossman, Director, Special Markets
Cheryl Daly, Senior Vice President, Public Relations

Group W Satellite Communications (GWSC), a division of the Westinghouse/CBS Group, has for years provided first class network management and affiliate support for many basic services. GWSC markets and distributes TNN: The Nashville Network, a property of Gaylord Entertainment Company and the number one source for country music; and CMT: Country Music Television, a 24-hour country music video network that reaches approximately 50 countries around the world.

G &D America

11419 Sunset Hills Road
Reston, VA 22090
703-709-2822
Fax: 703-810-8459

Volker Bartholomaei, President
Mark Kissman, Chief Financial Officer
Kirk Brafford, Program Manager/Cards & Card Systems
Juergen Froehlich, Business Dev. Mgr.

Supplier of secure smart card solutions for payment transactions systems, telecommunications, conditional access, etc.

General Electric

3135 Easton Turnpike
Fairfield, CT 0643
203-373-3131
Fax:203-373-3131

John Welch, Chairman and CEO
Bob Wright, President/CEO, NBC
Thomas Rogers, President, NBC Cable
David Zaslav, President, NBC Cable Distribution
Bill Bolster, President, CNBC

While broadcasting and cable represent less than nine percent of GE's far-flung operations, the company is a major programming force with NBC, CNBC, MSNBC, a stake in original programming and expansion in Europe with NBC and in H&M with CNBC and NBC in Asia. While GE has sold off its satellite-building operation to Martin Marietta, it retains its American division which operates an important satellite constellation. and GE will unveil its new GE-1 and GE-2(where PrimeStar medium power programming will move) later this year and GE is also on 11% equity holder in PrimeStar Partners.

GI vice president for satellites Rick Segil (left) and chairman Rick Friedland.

General Instrument Corporation

Communications Division
6262 Lusk Blvd.
San Diego, CA 92121
619-455-1500
Fax:619-535-2485
WWW: gi.com

Richard Friedland, Chairman & CEO
Michael Bernique, President/ Western Division
Rick Segil, Vice President, Satellite Systems
Esther Rodriguez, Vice President, Business Development
Maurice Nieman, Vice President, Marketing
Marc Tayer, Vice President, Business Development

GI provides the digital compression system and the integrated receiver Decoders (IRD) for the PrimeStar system. GI's offers a full line of encoders and receivers using the next generation MPEG-2 digital television system. General Instrument Corporation is a world leader in developing technology, systems and products solutions for the interactive delivery of video, voice and data, as well as in manufacturing and distributing discrete semiconductors.

General Instrument subsidiary:

CommScope Inc.

Network Cable Division

3642 Highway 70 East
Claremont, NC 28610
704-459-5000
Fax:704-459-5099

Dale Sherrill, Product & Marketing Manager

Heifner Communications, Inc.

4451 I-70 Drive NW
Columbia, MO 65202
800-445-6164
Fax:(573)445-0757

Greg Heifner, President
Michael Kelly, Vice President
Carol Cross, National Sales Manager
Tracy Kniptash, Sales
Ivan Moore, Project Engineer
Kevin Lee, Chief Technician

A dealer oriented programming distributor for Private Cable and Wireless Systems, Heifner offers a complete marketing plan for dealers to show Property owners and Developers the advantage of utilizing the opportunities of Private Cable on their properties. Heifner Communications tailors the system from small

MDU's to large Universities. Heifner utilizes an approach to help with all phazes from technical issues to marketing ideas. Call today!!!

Hitachi Home Electronics

3890 Steve Reynolds Blvd.
Norcross, GA 30093
770-279-5600
Fax:770-279-5691

Kuniaki Muira, General Manager, Multimedia
James Abrahamsen, Director, Strategic Products

Home Box Office

1100 Avenue of the Americas
New York, NY 10036-6737
212-512-1852
FAX: 212-512-5517
WWW: hbodirect.com

Larry Carlsen, President, HBO Satellite Services
Vinnie Bauer, Sr. Vice President, HBO Satellite Svs.
John Ovrutsky, Vice President, DBS

HBO/Cinemax is the only premium programmer carried in the packages of all four operational DBS services. In 1976, HBO became the first satellite delivered service featuring hit movies and original sports events, creating the category of "pay TV."

Hughes Network Systems

11717 Exploration Lane
Germantown, MD 20876
301-428-5500
Fax:301-428-1868

Paul Gaske, Senior Vice President, Assistant GM
Dick Armstrong, Vice President
Allen McCabe, Director of Sales Consumer Products
Mike Scott, DSS Project Director
Ellen O. Martz, Director of DSS Marketing

Hyundai Electronics America

Digital Media Division
3101 North First Street
San Jose, CA 95134
408-232-8000
Fax:408-232-8131

Vahe Akay, Vice President of Worldwide Marketing & Sales

Jayco Ventures Inc.

5600 NW 12th Ave Suite 305
Fort Lauderdale, FL 33309
954-491-9080
Fax:954-491-0078

KTI Kaul-Tronics

1140 Sextonville Rd.
Richland Center, WI 53581
608-647-8902
Fax:608-647-7394

John Kaul, CEO
Jim Atkinson, President
Tom Prochnow, Vice President, Sales
Rick Wheeler, Marketing Director
KTI is an early innovator in precise antenna for both C-band and Ku-band applications. KTI is one of the prime contractors for 18-inch satellite dishes to EchoStar.

Landmark Communications

The Weather Channel/The Travel Channel
2600 Cumberland Parkway
Atlanta, GA 30339
770-434-6800
John O. Wynne, Chairman, Landmark Communications
Michael J. Eckert, CEO, The Weather Channel
Kevin Senie, CEO, The Travel Channel Networks

Lockheed Martin Telecommunications

Direct Broadcast Communication Systems
1322 Crossman Ave
Sunnyvale, CA 94089
408-742-3897

Russ Mcfall, President, LMT
Renard Smoots, Vice President, DBCS

Lockheed Martin has built and launched a

significant percentage of the world's DBS satellites. Lockheed Martin has been a leader in DTH technology and innovation beginning with the first DTH service launched for the Japanese in 1978. The latest DBS satellites under construction, the A2100AX series, provide 32 active 120 Watt transponders combinable to up to 16 240 Watt channels.

LSI Logic Corporation

1551 McCarthy Boulevard
Milpitas, CA 95035
408-433-8000
Fax:408-433-8989

Wilfred J. Corrigan, Chairman, CEO
Moshe Gavrielov, Executive Vice President
Kishore Manghnani, Director of Marketing
Raghu Rao, Manager of DBS Products

Loral

3825 Fabian Way
Palo Alto, CA 94303-4604
415-852-4000
Fax:415-852-4788

Bernard Schwartz, President/Chief Executive Officer
Robert Berry, President, S/S-Loral
Dan Collins, Vice President/Advance Programs

Space Systems/Loral, a leading manufacturer of high-power DBS Satellites in the world, is building DBS spacecraft for TCI/Tempo (US), PanAmSat (South America), AT&T (US), Mabuhay (Philippines), MCI/News (US), and ABCN (Southeast Asia).

MCI Telecommunications

1801 Pennsylvania Ave NW
Washington, DC 20006
News Bureau:800-644-6397
202-887-2299
Fax:202-887-2523

Bert Roberts, Chairman
Susan Mayer, President & CEO, Sky MCI
Todd Olson, Director

MCI Telecommunications has signaled its serious intent to join in the DBS arena with its historic January 24th bid of $687.5 million for 28 channels and 110 degrees. MCI will team with News Corp. to package a group of services for business and consumers. The two spacecraft were awarded to Loral Corp. for construction, and the company with News Corp. will spend more than $1 billion over the next two years to begin offerings its brand of DBS services.

Martin Marietta Astro Space

Post Office Box 800
Princeton, NJ 08543-0800
609-490-2675
Fax:609-490-3490

McSat, Inc.

12401-C Slauson Ave
Suite C
Whittier, CA 90606
310-907-1823
Fax: 310-907-1825

Augustine Kim, Chairman /President
Saul Rodriguez, Sales Manager

MTV Networks

1515 Broadway, 25th Floor
New York, NY 10039
212-258-8325
FAX: 212-846-1554

Christine Sheehan, Sernior Vice President
Russell Wolf, DSS Manager(Echo/PrimeStar)
Tony Dunaif, DSS Manager (USSB/AlphaStar)

The highly-watched services of MTV Networks--MTV: Music Television, Nickelodean/Nick at Nite/VH-1-- are now joined by TVLand, another unique offering of the best of the golden age of TV.

Monster Cable Products, Inc.

274 Wattis Way, So
San Francisco, CA 94080
415-871-6000
Fax:415-871-6592

Noel Lee, President
Irene Baran, Vice President, Operations

NFL Enterprises

410 Park Ave
New York, NY 10022
212-758-1500
Fax:212-872-7499

Ron Bernard, President

DIGEST
dbs

Vol. 5 No. 18: 1 of 3 pages
Aug. 14, 1996
719-545-1986 / FAX: 719-545-1968

DBS Wars Ready for N'Ville

The most competitive trade show in DBS history is gearing up for the SBCA's Nashville annual event, Aug. 15-17, and the three North American DBS providers--and possible new entrants--are expected to turn up the heat for market share.

EchoStar has turned the business inside/out--offering a $199 hardware (plus $300 pre-paid annual programming) package nationally. HTS, an Echo subsididary is expected to even lower this nationwide to $169 for hardware. DirecTV is reportedly planning to offer its own upgraded $300 annual deal when a DSS hardware package is sold under the $200 price. Meanwhile, PrimeStar distributors have already started a $99 install offer (when consumers commit to a two-year program package), with the first month free. All three DBS players will likely sweeten their "spiffs" and commission deals as the industry heads into the high volume last third of 1996. AlphaStar and ExpressVu both face major credibility problems if they delay full-scale consumer launches past October, industry observers said. *(More on page 2)*

Atlanta ATT-DSS Site Reopens After Bombing

AT&T's Global Olympic Village -- along with its AT&T Digital Satellite System displays -- re-opened July 30th after closing for three days following the bombing at Atlanta's Centennial Park. AT&T spokesperson Kelly Stratmore said none of the dozens of AT&T staff on-site were injured in the early morning of July 27 at an AT&T-sponsored concert. Stratmore said an AT&T security guard was the first person to spot the suspicious sack which exploded injuring over 100 people minutes later.

In addition to other communications products,AT&T is showing Olympic visitors a large 12 X 17 foot screen broadcasting 30 different DirecTV/USSB channels, and also offers visitors a hands-on DSS demonstration at four other kiosks set up at the Olympic Village.

DBS DATABASE Copyright, 1996, DBS Digest

Company	Service Began	HH Count
DirecTV-USSB	June 17, 1994	1,747,765
EchoStar	March 3, 1996	106,611
PrimeStar	Nov. 5, 1990	1,321,412
DBS Estimates as of July 28, 1996		----------
TOTAL DBS Homes (excludes commercial sites)		3,175,788

FCC To Void Anti-DBS Home Owner Covenants In Aug.

The Federal Communications Commission is soon to vote to ratify staff language placing most homeowner covenants against DBS ownership on federal pre-emption status. Following the letter of this year's Telecom reform act Communications law, the FCC is moving to pre-empt local homeowner association rules which seek to prohibit placement of DBS dishes under one meter on roofs, grounds or buildings by restrictive covenants.

"Now if you own a piece of property, you can put up a dish," is the message expected by the SBCA's David Withrow, Director of Government Affairs. Withrow expects the FCC to also deal favorably with HOA rules in condominium areas. Up to 30 million U.S. homes have some covenants attached to them, Withrow said. "This is a great victory," he added. While a likely challenge is expected from the National League of Cities, Withrow said the FCC pre-emption, as done with zoning laws earlier this year--will remain in affect during any appeal. Cities argue the law should be overturned on the grounds that "covenants constitute a contract.."

On another regulatory front, the National Association of Broadcasters has committed one million dollars to push a public relations effort aimed at the DBS reception of network signals. Only consumers living outside coverage areas of local network stations are eligible to receive DBS network feeds, and NAB affiliates have filed thousands of consumer challenges with PrimeStar, Netlink and PrimeTime 24 (for DirecTV).

Please photocopy and immediately route to person(s) listed at top of page.

The DBS Corporate Landscape

compiled by DBS Digest -- August, 1

General Motors
HughesElectronics

DIRECTV

AT&T

DSS Electronics Manufacturer

Thomson Consumer (RCA GE, Pro-Scan)

Sony Electronic

Uniden

Samsung

Hughes Netw

Toshiba

Panasonic

Daewoo

NRTC

U.S. Satellite Broadcasting

Hubbard Broadcasting Inc., (52%)

Nationwide Mutual Insurance (6.3%)

Quantum(Soros)-5.5%

Pittway Corp. (5.3%)
Dow Jones (4.9%)
Vulcan Venture (3..9)

PrimeStar Partners

(General Electric owns 11% and is the PrimeStar satellite provider- Note:- Time Warner share of New Channels is combined below).

Encore Media
STARZ!

Liberty parts of Discovery/BET/QVC

TCI

TCI Satellite Entertainment
(PrimeStar By TCI/ Tempo 119 Slot)
-- 23% partnership share--

Time Warner

Turner Broadcasting-HBO/ Cinemax-- Time Warner Satellite Svcs.
(24% partner share)

Comcast
(significant program holdings-see Liberty)

14% each → **COX**

US WEST/ Continental

News Corp.

Fox TV Net work
20th Century Fox
SKY Television
Television

British Sky Broadcating- with ***Pearson/ Thames.--German DTH service with Kirsch. Latin Sky Broadcasting*** --with TCI Int'l, Globo, Televisa and PanAmSat.. (Fall, 1996 start)

A-Sky-Broadcasting

MCI

Sky/MCI

STAR TV- reaches Asia with emphasis on China, India, Thailand. AsiaSat 2 pending.

Viacom: -MTV Networks (MTV, Nick, VH1, TV Land)-- Showtime/ TMC/FLIX USA/SciFi (with MCA) and Paramount Pictures, Blockbuster Video.

Disney Co./Cap Cities-- ESPN 1/2, The Channel,- A&E and History (with Hearst/NBC). ABC Ne

DIGEST dbs

How will DBS reach the 30 million MDU consumer homes? Who will be part of the distribution chain? Can digital hardware pay-off? What new marketing challenges do we face in a 200-channel world?

The DBS+MDU Connection

Tue., Oct. 22, 1996

a one-day seminar held during the 1996 Private and Wireless Show

Loew's Anatole Hotel/ Dallas

Call 800-622-5990 for complete information.

Sponsored by DBS Digest and Globex.

DBS IS TV

DE

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DISC
MARKE
THE DBS SUMMIT A
TO SAVE Y

. Copies: 719-545-1986

DBS For Canada

TeeComm Electronics' AlphaStar ???

Express Vu with Bell Canada and WIC/Cancom.

POWER DIRECTV

STAR CHOICE

DIRECTV International

DirecTV-Japan
Mitsubishi
Culture Conv.
Nippon Printing

Pending Areas: India/Middle East Europe.

Galaxy Latin America with partners
Multivision (Mexico)
Cisneros (Venezuela)
TVAbril (Brasil)

EchoStar: DISH Network
***Spacecraft: Martin Marietta** (Lockheed)*

Finance: Bank One
T. Rowe Price / Fidelity

Set Top Makers: SCI/ HTS

EDS -- Echo holds 76 other Satellite Channels in addition to 119's 21 .

ASIA DTH INITIATIVES:

JAPAN: PerfecTV (with partners Itouchu, large trading co.'s)
SkyPort- Superbird/ cable co.'s

PanAmSat PAS-4: Now operational in South Africa and Mid- dle East(Nethold), PanAmSat hopes to supply India signal. Korea Telecom ready for DTH. Thailand DTH on AsiaSat. Indonesia, Malaysia, India pending. Australia's Galaxy OPTUS service has begun service.

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ING STAR. AND 1997 IS A CRITICAL SWING YEAR:

FOURTH ANNUAL

VER DBS SUMMIT

JUNE 10-12, 1997

HAN 50 OF THE WORLD'S LEADING EXPERTS--AND EXHIBITS
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SPACE, PLEASE CALL: 719-545-1986 -- DBS DIGEST.

Quick Guide To DBS At Nashville

Only last year, the DBS segment of the SBCA was still only half of the show among floor activity. Now with the slowdown in C-band, DBS is front and center at SBCA and we've picked up on our bets for what to do during your visit to the Opryland Hotel for "Satellite TV: Gold Medal Entertainment."

What to see at the Exhibit Hall -- Exhibitors with significant DBS products are in three areas of the hall.(See programmers throughout the hall). At the main hall entrance: RCA -- Uniden-- EchoStar--HBO-- GI and PrimeStar(booth reception on 8/14 from 3-5pm). In the middle of the hall, look for Showtime, AlphaStar, Sony, the NFL, the NRTC, DirecTV and USSB. Further back in the hall will be Toshiba, Commtek, PrimeStar By TCI, Samsung, Eurosat, Hughes Network Systems, Warren Supply, DSI, Turnervision and Panasonic (with DBS Digest across the way). **Exhibit Hours: Thur. Aug. 15th and Fri., Aug. 16 11am to 5pm/ Sat., Aug. 17th: 11am to 3pm.**

Selected Panels and Seminars: Thu., Aug. 15 (9 to 11am): Opening Session"Satellite, Interactivity and the Internet" Moderator: Scott Harris, Attorney with Elliott Baldwin(Sun Microsystems)/Gerry Gorman (DLJ)/ and Susan Mayer (SkyMCI).

Fri., Aug. 16: 9:30am-10:45am- "Programming Revenue in the DTH Marketplace"- Moderator: Christine Sheehan, MTV. with Larry Smith(EchoStar), Kim Gordon(TCI Satco) Scott Nordhaus(DirecTV)

Thu/Fri.- Aug. 15-16: 2:30 to 4pm: Workshop "FCC Pre-Empts Zoning/ Covenant Restrictions"-- David Withrow, Director of Government Affairs, Satellite Broadcasting & Comm. Assn.

Fri., Aug. 16: 9am-2:30pm International Conference with Global DBS Panels--hosted by SIA (Extra fee applies).

Sat. Aug. 17: 9:30-10:45am "Combatting Cable: Beat the Compe- tition to the Consumer's Door" Moderator: Bob Phillips, National Rural Telecom Cooperative.

Major Party Venues: Wed., Aug. 13th-- 8:30-11:30pm-- Concert with "Little Texas"-- sponsored by Liberty Satellite Sports, General Instrument, Nashville Net and CMT. (Delta A)

Thur., Aug. 14th: 6-8:30pm: DSS Group Concert at the Grand Ole Opry sponsored by DirecTV, Hughes Network Systems, RCA, Samsung, Sony and U.S. Satellite Broadcasting. Aug. 14:8pm-Midnite: HBO Party at the Wild Horse Saloon. Fri., Aug. 15th:6pm- Toshiba Dealer Party(see booth). 8pm-1am: Showtime Satellite Networks Dealer Party.(Delta B).

USSB Nears One Million Sub Mark

With its first publicly-held year end report due out August 8, U.S. Satellite Broadcasting said it had 918,000 subscribers as of June 30th. USSB said revenues per-sub had grown from $24.94 to $25.10 since the previous quarter which ended March 30th. During the quarter, USSB added 127,000 customers, averaging about two out of three persons getting the USSB first free month of programming. Since the start of DSS service in mid-1994, USSB has usually served about 56 to 59 percent of the DirecTV DSS subscriber base. Spokeswoman Debbie Cottone said to expect USSB annual results to be revealed in early August.

GLA Starts Venezuela DBS, Cl@se to Follow

Galaxy Latin America has put its first 6,000 consumers on its DBS service in Venezuela, where service kicked off July 18. GLA's Jannice Reyes said the Venezuelan service is starting with 21 video and 30 audio channels. Another 20,000 Venezuelans are on DBS waiting lists for the RCA-built 24-inch dish system. Brasil and Mexico are slated to have service commence "within weeks," Reyes said. . Elsewhere at GLA, the Cl@se (Latin American Channel for Education Services) is being launched later this year from Mexico City. The DBS-delivered feed will be in all Spanish GLA DBS packages, as well as in schools throughout the regions. Reyes said the Cl@se service will grow up to 19 channels, offering program blocks for groups interested in languages, career advancement information, arts and sciences, current affairs and traditional education.

DIGEST dbs

Under The Dish

There's nothing like having the government grant you access to millions of new customers by stripping away old, unfair regulations. That's exactly what's about to happen at the FCC. And another bonus of the covenant pre-emption may extend to owner-owned condominiums. As the SBCA estimates, up to 30 million homes may fall under covenants which could retard DBS growth. We salute the FCC in this area--as well as the new rules guaranteeing zoning laws which won't preclude dish owners--up to one meter in residential and two meters in commercial zones. Likewise we salute Congress and the President for bringing access to DBS to almost all Americans without unfair regulation.

First Intel DBS Data Demo Sent Over by EchoStar

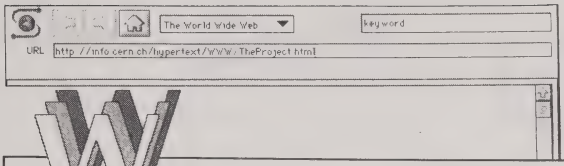
An EchoStar feed of a multimedia magazine application was a key demonstration last week at the Intel Internet Media Symposium in San Francisco. EchoStar director of program management Rex Povenmire cautioned that no final product is ready based upon the tests, but he pointed to the Comstream PC card used in the demo, as well as other companies devices which should make stored and real-time access to data a needed part of DBS delivery.

Povenmire said rather than use DBS for point to point, large demand web sites could be distributed to satellite uplinks (rather than telco servers) to speed access. Other uses could allow DBS users to leave their computers on and receive large files overnight. For the Intel demo, Povenmire said the 23 megabit file was repeatedly sent over Echo-1, taking around 2 minutes to download versus a much longer time via phone lines. He said the system could be tailored to send business information, mutli-media magazines, newspapers Web Sites, catalogs and software.

New Dealer Sales Survey

A recent DBS Digest survey of satellite dealer readers asked for what DBS lines they would be selling this fall. Results (multiple choice allowed):EchoStar DISH- 88% - Sony-- 82% RCA/Thomson--76% AlphaStar --53% /PrimeStar Partners -- 32%/Hughes Network -- 29%. Uniden 12%, and Toshiba: 12%.

DBS Digest (ISSN–1074-4053) is published 36 times per year covering the global Direct Broadcast Satellite business since 1991. The newsletter is fax-delivered for $297 per year (U.S.) and $449 per year outside of North America. Please send your check/credit card to: DBS Digest, 140 W. 29th St. Suite 363, Pueblo, Colo. 81008. Phone: 719-545-1986. FAX: 719-545-1881. E-mail: CitySat@aol.com. Editor: Lloyd Covens; V.P. Operations: Tish Feist, Office Mgr.: Blanca Cordova.



@ DBS

Selected World Wide Web Sites of Interest

(continued from page 11)

Site Provider	*Web Location (add http://)*
HBO Direct	www.hbodirect.com
Hack Watch News	www.hackwatch.com/~kooltek/welcome.html
Heifner Communications	www.heifner.com
Major League Baseball	www.majorleaguebaseball.com
MCI	www.mci.com
National Basketball Association	www.nba.com
National Football League	www.nflhome.com
National Hockey League	www.nhl.com
NRTC	www.nrtc.org
O'Rourke Bros. Distributing	www.interac.com/orourke/default.htm
PrimeTime 24	www.primetime24.com
RCA	www.nipper.com
Robert Smathers Satellite Page	www.nmia.com~roberts/robert.html
Satellite Comm. Data Exchange	www.sat-city.com
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Scientific Atlanta	www.sciatl.com
Scrambling News	www.scramblingnews.com
SkyReport	www.skyreport.com
Sony Electronics	www.sony.com/sel/
Star Choice (Canada)	www.starchoice.com
Superstar Satellite Entertainment	www.superstar.com
TCI	tcinc.com
Tee-Comm Electronics Web Site	www.teecomm.com
Telesat Canada	www.telesat.ca
Toshiba	www.tais.com
Turner Broadcasting	www.turner.com
20th Century Fox	www.fox.com
Uniden	www.uniden.com
USSB	www.ussbtv.com
Walt Disney Studios	www.disney.com

Tola Murphy-Baran, V. P., Marketing & Sales
Phil Summers, Director, Marketing and Sales
Mike Schlesier, Director of Operations & Technology
Entering its third season, NFL SUNDAY TICKET will provide up to 13 match-ups every Sunday afternoon, nearly 200 games (subject to blackout rules) to residential C-band dish owners, DSS (digital satellite systems) owners and to satellite equipped commercial establishments. Consumers will receive all AFC and NFC regional network telecasts of Sunday afternoon games throughout the 17 week season, plus local coaches shows, network pre-game shows and additional NFL Films programming. Residential consumers pay $139 in advance for the package and $159 after August 1.

News Corporation

1211 Avenue of the Americas
New York, NY 10036
212-852-7000 .
Fax:212-852-7147

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Preston Padden, President, ASkyB
David Chance, Executive V.P., ASkyB
Sam Chisholm, General Manager, BSkyB and StarTV
News Corporation Limited is one of the world's largest media companies with total assets (as of 31 December 1995) of US $24 billion and total annual revenues of over US $9.0 billion. News Corp's global diversified operations include the production and distribution of motion pictures and television programming; television and satellite broadcasting; the publication of newspapers, magazines, books and promotional free-standing inserts; and computer on-line services. In satellite broadcasting, the company's holdings include: a 40% interest in BSkyB, a UK based DTH service with over 5 million subs; STAR TV, which is seen in over 53 million households across Asia; and a 49.9% interest in Germany's VOX. In the United States, in addition to owning the FOX Broadcasting Company and the fx cable network, News Corporation recently announced the formation of a joint venture with MCI to launch a digital satellite broadcast service - American Sky Broadcasting. In Latin America, News Corp has partnered with Globo, Grupo Televisa and TCI International to launch a digital DTH service in 1996. Additionally, News Corp. owns News Datacom, a leading encryption/control system for program delivery.

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NRTC Senior V.P. Chris Walczak

NRTC

(National Rural Telecommunications Cooperative)

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Herndon, VA 22071
703-787-0874
Fax:703-787-3355

Bob Phillips, CEO
Jeff Almen, Senior Vice President, Communications
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Chris Walczak, Senior Vice President, Product Development

Roy Hefferman, Senior Vice President, Business Development

The National Rural Telecommunications Cooperative consists of more than 300 member firms which sell DSS hardware/software packages in selected rural counties throughout the U.S.

Newpoint Corporation

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San Diego, CA 92121
619-677-5700
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Fred Parker, Director of Engineering
Michael Doane, Director of Product Management
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Manufactures of multipath surge protector for computers and DBS satellite/Home theater systems.

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604-597-6200
Fax: 604-597-6214
WWW: norsat.com

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Based in Surrey, B.C., NII Norsat International Inc. is Canada's largest satellite technology company involved in the distribution, design, manufacture and sale of Satellite related equipment for consumer and commercial markets.

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608-588-2923
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Manufacturer of offset satellite antennas for Ku and C-Band reception.

O'Rourke Brothers Distributing

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Moline, IL 61265
800-523-4730
Fax:309-762-7334

Jeff O'Rourke, President
Brad Foreman, Vice President, Marketing & Sales

O'Rourke Brothers has taken the lead role in the generation of dealer promotion and currently supports AlphaStar DBS as well as Sony DSS. O'Rourke has the private label for AlphaStar nationally. Within the DSS network, O'Rourke is the authorized national distributor for the Sony product line.

Pace Micro Technology Ltd.

Victoria Road, Saltaire
Shipley, West Yorkshire
BD 183LF England
44-1274-532000
Fax: 44-1274-532010

David Hood, Managing Director
Barry Rubery, Managing Director

26 West Dry Creek Circle
Suite 600
Littleton, CO 80120
303-798-2358
Fax: 303-798-2473

John Kaye, Vice President, Bus. Development

PanAmSat Corporation

One Pickwick Plaza
Greenwich, CT 06830
203-622-6664
Fax:203-622-9163

Panasonic (division of Matsushita Electric Corporation of America)

One Panasonic Way
Suite #1E6
Secaucus, NJ 07094
201-392-6415
Fax:201-392-4242

Kirk Nakamura, Chairman/CEO
Ted Inoue, President, Matsushita Consumer Electronics Co.
Akihito Deki, DBS Supervisor
Rudy Vidal, Product Manager

Panasonic is set to enter the DSS market with a special trade with Thomson Consumer Electronics. Thomson will build a Panasonic-branded DSS system, and in return, Panasonic will build a digital video disk (DVD) system for Thomson's RCA and ProScan brand names.

Perfect 10 Antenna Co.

2301 N. Redmond Road
Jacksonville, AR 72076
501-982-2354
Fax:501-985-9768

Terry Fleming, President
Don Chastek, Director of Marketing
Brian Faught, Sales Manager

Perfect 10 produces a number of specialized products for the DBS market including the HotShot 18" & 24" de-icing antenna systems. They also manufacture a complete line of SureShot 18", 24", & 36" offset DBS reflectors along with Minimount & Tennamount off-air (TV) antenna mounting systems.

Philips Consumer Electronics

One Philips Drive
Knoxville, TN 37914-1810
423-521-4316
Fax:423-521-4308

Robert Minkhorst, President/CEO
Tom Marr, DSS Project
Ed Volkwein, Sr. Vice President/Gen. Mgr. Sales/Manager
Jim Newbrough, Vice President/Marketing Video

Pico Macom

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Fx-303-939-8720

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Washington, DC 20036
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Fx-303-837-0915

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Fx-212-887-8384

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Sid Ameria, Chairman/CEO

PrimeTime 24 originates east and west coast feeds of the broadcast networks, which are re-broadcast to DBS viewers outside the local service areas, or the affiliated stations.

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Pro Brand International, Inc.

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770-423-7072
770-423-7075
e-mail: sales@pbi.pbigroup.com
WWW: http://www.pbigroup.com

Cecilia Shou, President
Philip Shou, Chairman/CEO
Ivy Shou, VP Finance
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Pro Brand International specializes in C/Ku LNBFs and unique systems for DBS reception, like the 14" and 24" DBS To-GO, a portable DBS system used in conjunction with a DSS receiver. DBS accessories are also available, including, Magic

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RS&I

2436 N. Woodruff Ave
Idaho Falls, ID 83401
208-523-5721
Fax: 208-529-6901

Gary Olsen, Chief Executive Officer
Lee Taylor, Chief Operating Officer
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Mike Wilkie, Marketing & Advertising Manager

RS&I (formerly Recreational Sports & Imports) was the first Primestar master agent to introduce the equipment and marketing package into the satellite dealer arena. RS&I supports the Primestar project in the states of Arizona, California, Colorado, Idaho, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, & Wyoming.

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100 Throckmorton Street.
Suite 1800
Fort Worth, TX 76102
817-390-3011
Fax- 817-390-2774

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David Christopher, Exec. Vice Presdent
Robert Miller, Vice President- Product Dev. & Procurement
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RadioShack, a leader in DTH (Direct-to-Home) satellite reception products, accessories and services, is offering the PRIMESTAR digital direct satellite (DBS) television service through more than 6,000 participating stores and dealers.

Resource Electronics

1900 Barnwell St.
Columbia, SC 29202
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Fax: 803-765-9276

Joe Lewis, V.P. Satellite Sales
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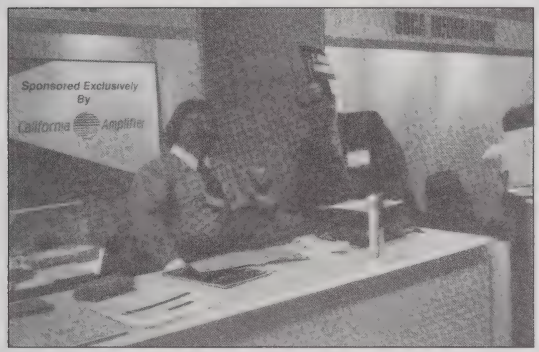
A full line satellite distributor, Resource represents the Primestar by TCI master agent program for the whole East Coast Primestar by Cox and Tomcast, South Carolina & Florida.

SBCA



SBCA's president Chuck Hewitt talks with SBCA radio show MC Harry Thibideaux at Vegas '96.

Satellite Broadcasting & Communications Association

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Fax: 703-549-7640
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WWW: sbca.com

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As the industry's trade association, SBCA sponsors national trade shows at Las Vegas (March) and

Nashville (August), as well as the Skyforum events in New York. The SBCA has been instrumental in lobbying for positive satellite policy in Washington, is a leading proponent of continuing education for

satellite dealers, and was instrumental in the formation of the Satellite Industry Association (SIA) to address international satellite concerns.

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___Tape 3: DBS' Global Reach. Al Estrada (Galaxy Latin America); Paul Bush (TeleSat Canada); Shan Chandrasekar, Asia TV Network; Mickey Alpert, Alpert & Associates.

___Tape 4: Securing DBS Potential: Access, Piracy & Countermeasures. Dennis Powers, HBO; Graham Stubbs, Titan; Marc Tayer, General Instrument; Tony Weschelberger, TV/Com.
___ Tape 5: Business TV and Educational DBS-- Satellite Management Inc., PrimeStar Goes To School & V.A. Ostendorf.
___Tape 6: MPEG2: DBS Performance. Gordon Drury, News Digital Media Video; John Kaye, Pace MicroElectonics; Bob Luly, Western; Raghu Rao, LSI Logic.

___Tape 7: Wall Street's DBS Play: Curt Alexander, Media Group Research; Rick Beatty, Communications Capital; Rick Westerman, UBS Securities; Jimmy Schaeffler, Carmel Group. .

___Tape 8: DBS Pioneers: AlphaStar: Murray Klippenstein--DirecTV; Jim Ramo-- EchoStar; Carl Vogel-- PrimeStar; Denny Wilkinson-- and USSB: Stan E. Hubbard.

___Tape 9: DBS Next Wave: AT&T: Cathy Martine; Hughes Network Systems: Paul Gaske: SKy/MCI: Susan Mayer; TCI: Gary Howard; TelQuest: Barbara Sparks.

___Tape 10: DBS Keynote Address: Eddy Hartenstein, President, DirecTV, Inc.

___Tape 11: DBS for the MDU Market: Jerry Fischette, TechNet; Michael Frasier, AlphaStar; Greg Heifner, Heifner Comm; Mike Lanham, MTS; David Lantz, Blonder Tongue; Mike Mullarkey,, Sony Electronics.

___Tape 12: DBS Programmer's Breakfast: Stefanie Campbell, DirecTV; Gene Falk, Showtime; Stu Jacob, AlphaStar; Leslie Nittler, Encore Media; John Ovrutsky, HBO; Mary Pat Ryan, USSB and Larry Smith, EchoStar.

Use the form at left, or call DBS Digest at **719-545-1986** for immediate shipping. Or fax your name, company, credit card, expiration and phone to **FAX: 719-545-1881.**

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Denny Wilkinson, PrimeStar

Barbara Sullivan, EchoStar

Jim Ramo, DirecTV

DBS Passes 3 Million (from page 13)

predicted EchoStar's1997 stock value at about $30. If AlphaStar is able to begin an aggressive rollout in the third quarter in 1996, Westerman said to expect it's Tee-Comm parent stock to be worth about $25 per share. Media Group Research vice president Curt Alexander said all the DBS players would have a harder time growing the DBS business as they move from the relatively easy "early-adopters" to having to compete for market growth with entrenched cable operators. Panel member Mickey Alpert, a leading DBS consultant, agreed that "DBS is not a slam dunk, " but he said driving down hardware and programming content would keep DBS competitive and able to support strong growth over the next five years. All panel members cited a "pent up demand" for international DBS applications, an extra strong segment for companies which create the right strategic partner mix.

New Products For Digital DBS

On the exhibit floor, the major DBS companies showed their latest innovations, some choosing to expand beyond just the single family home distribution path. Sony Electronics used it's booth space to tell many of the 586 visitors about it's ability to place digital DSS boxes into the homes of apartment and condominium users. For Hughes Network Systems, the show goers were treated to demonstrations of it's "DirecPC" system, claimed to now be the quickest access to the Internet, and ready for rollout this fall.

EchoStar's DISH system was on display for the first time for many of the show attendees---half of whom said they had been involved in DBS for less than one year. AlphaStar showed a live feed of it's operational pay-per-view service, and had several co-developers in attendance----TV/Com and Pro-Brand included. Titan Information Systems gave delegates a taste of their approach to conditional access for security in DBS and other applications. U.S. Satellite Broadcasting gave visitors the latest information on USSB's expanding programming services-- including the new TV Land and Sundance Channel.

For 1997, the 4th annual DBS Summit is slated for June 10-12, 1997. Call 800-622-5990 or 719-545-1986 for complete details.

DBS Summit exhibits give delegates hands-on information on products;

; panel looks at consumer research (from left) Barbara Sullivan(EchoStar), Steve Liebmann(Liebmann Associates) and Phil Swann (*Satellite Direct*).

Timothy Shea, Keystone Comm. Corp.
Larry Williams, Teledisc Corp.

Sanyo Fisher (USA) Corporation

21350 Lassen St.
PO Box 2329
Chatsworth, CA 91311-2329
818-998-7322
Fax: 818-998-3533

T. Taguchi, President
T. Kobayashi, Executive Vice President
P.W. D'Arcy, Senior Vice President
I. Levy, Vice President, Sanyo CE Marketing
B. Bast, Vice President, Fisher Marketing

Sanyo has signed on to become one of the nine initial DSS manufacturers.

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K.R. Song, President
John Garrison, Sr. Vice President Sales/Marketing-Consumer Electronics Division
Con Brosnan, Vice President, Product Planning
Mark Knox, Digital Products SR Marketing Manager

Samsung will bring its massive consumer electronics manufacturing and marketing clout to DBS later this year when it begins building both DSS and DVB-compliant receivers for DBS.

Satellite Enclosures

1109 Cobb Parkway South
Marietta, GA 30062
800-726-4190
Fax: 770-421-0378

Gilbert Fisher, President

Scientific Atlanta

Scientific-Atlanta

4356 Communications Drive
Atlanta, GA 30093
770-903-5000
Fax: 770-903-6464

Dwight Duke, President Satellite Television Networks Division
John Morrow, Director, Marketing, Satellite Television Networks Division
Paul Kosac, Vice President, Sales, Satellite Television Networks Division
Dan Ozley, Vice President, TV distribution, Satellite Television Networks Division

Scientific-Atlanta serves customers around the world including system integrators, broadcasters, programmers, and direct to home providers such as Orbit, in Italy, Medcom in Mexico. Scientific-Atlanta's satellite television products include: Uplink and TVRO (TV Receive Only) earth stations, analog video exciters and receivers, BMAC analog encryption systems (including encoders and IRDs) and PowerVu digital video compression systems that are MPEG2/DVB compliant. The PowerVu system is Scientific-Atlanta's third generation of digital compression equipment and includes the PowerVu digital video encoder, multiplexer, video modulator, commercial satellite receiver, business television satellite receiver, and home satellite receiver, as well as encryption and conditional access.
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Chicago, IL 60684
312-875-2500
Fax: 708-286-4994

Edward Brennan, President/CEO
James Deiny, Vice Chairman

1996 Inny Awards

for DBS Innovations presented by the editors of DBS Digest. Awards presented March, 1996 (SBCA/ Las Vegas) and June, 1996 (DBS Summit/ Denver) by DBS Digest editor/publisher Lloyd Covens.

1996 Executive of the Year:

Eddy W. Hartenstein
President, DirecTV

Best Customer Direct Mail

PrimeStar Partners
Denny Wilkinson
Sr. V.P., Marketing & Programming

Best DBS Package:

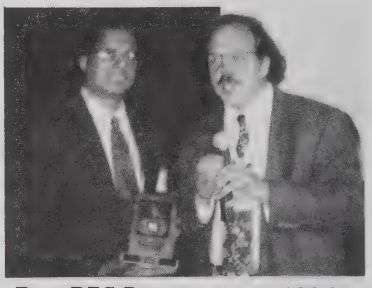
National Rural Telecom Cooperative
Jeff Almen
Senior Vice President

DBS Marketing Excellence:

U.S. Satellite Broadcasting
Mary Pat Ryan
Senior Vice President, Marketing

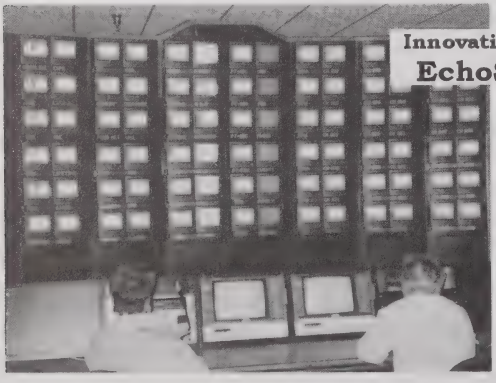
Best Television Spot

DirecTV's NBA Offer
Tom Bracken,
Vice President, Advertising
Campbell Ewald Agency



Best DBS Programmer - 1996

Home Box Office
John Ovrutsky
Vice President, DBS
Vinnie Bauer
Sr. V.P., HBO Satellite



Innovation for Digital Broadcast Center

EchoStar Communications
Cheyenne, Wyoming
Charlie Ergen, CEO
Brent Gale, Designer

Special Recognition:

Satellite Broadcasting & Communcations Association
For work incorporating non-tax language passed in the 1996 Telecom Act. Accepting for All Members: David Withrow Director, Government Relations.

Russ Sprague, Project Director
Edward J. Hearne, National Merchandise Manager

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Jeff Wade, Executive Vice President Showtime Network Inc.
Gene Falk, Senior Vice President, DBS
Elizabeth Clayton MacPherson, Director, Direct Broadcast
Sara Edwards, Director, Direct Broadcast
Ken Kay, Director, Direct Broadcast

Skywalker

1000 South Service Road
O'Fallon, MO 63366
314-272-8045
Fax:314-272-8214

Roger Criebaun, President
Debbie Luethje, Vice President

Skywalker has EchoStar DISH territories in Illinois, Indiana, Kansas, Kentucky, Michigan, Missouri, and Ohio. Distribution and sales centers are located in Normal, IL; Ft. Wayne, IN; Lansing, MI; O'Fallon, Riverside and Springfield, MO; and Deerfield and Springfield, OH.

Sony Electronics Inc.

1 Sony Drive
Park Ridge, NJ 07656
201-930-1000
Fax: 201-930-7807
WWW: sony.com

Carl Yankowski, President ,COO, Electronics Inc.
John Briesch, President, Consumer A/V Group
Fujio Nishida, Senior Vice President, HATV (Home Audio, TV/DSS Video Products) Marketing Division
Greg Gudorf, Director, DSS Department

After designing and installing state-of-the-art broadcast centers for DIRECTV and US Satellite Broadcasting, Sony began offering high quality DSS systems to consumers with its exclusive, advanced features, including the industry's first 32-bit microprocessor. With its second generation DSS systems, Sony is leading the industry in true home audio/video integration with features designed to intimately link Sony-brand DSS systems with home entertainment components. In addition, Sony is creating new markets for DSS with specially designed Sony-brand DSS system solutions for the Recreational Vehicle market and multiple dwelling complexes.

Star Sight Telecast Inc.

39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510-657-9900
Fax: 510-657-5022

Larry Wangberg, Chairman and CEO
Brian Klosterman, President and COO
Ann McDougall, Director of Corporate and Marketing Communications
Jonathan Orlick, VP Intellectual Property
Laurie Dineen, Director Marketing Products and Licensing.

film channel
sundance

Sundance Channel L.L.C.

1633 Broadway
New York, NY 10019
212-654-1500
Fax: 212-654-4724
WWW: sundancechannel.com

Nora Ryan, President & CEO
Thomas Christie, V.P. Sales
Meredith Breitbarth, V.P. Marketing
Michael Gnojewski, Director, Marketing

Sarah Eaton, Executive Director Publicity and Promotion

Sundance Channel premieres the best in new independent film, uncut and commercial free, under the creative direction of Robert Redford.

TCI Satellite Entertainment Inc. (PrimeStar by TCI)

8085 S. Chester St., Ste. 300
Englewood, CO 80112
303-712-4600
Fax: 303-712-4985

Gary Howard, President
Lloyd Riddle, Chief Operating Officer
Ken Carroll, Chief Financial Officer
Christopher Sophinos, Senior Vice President, Sales and Marketing
Scott Brown, V.P., Fulfillment
Toby De Weese, V.P., Business Development
Tom Glavan, V.P., Sales and Service
Kim Gordon, VP, Marketing (Fax: 303-712-4976)

PrimeStar by TCI is the leading partner providing about 55% of all PrimeStar subscribers serving 44% of the national U.S. territory. With a new public company pending, TCI Satellite Entertainment will spin-off these PrimeStar assets, and add them to the DBS high power slots the company holds as Tempo Satellite (at 119), as well as pursue other high power DBS options.

TeleCommunications Inc. (TCI)

Terrace Tower
5619 DTC Parkway
Englewood, CO 80111-3000
303-267-5500
Fax: 303-488-3200

John Malone, President & CEO
Brendan Clouston, President & CEO-TCI Communications, Inc.
Peter Barton, President & CEO-Liberty Media Corp.
Larry Romrell, President & CEO-TCI Technology Ventures, Inc.
Fred Vierra, Vice Chairman & CEO-Tele-Communications International, Inc.

As the world's largest cable operator, TCI has maintained a leadership role in many initiatives including amassing equity stakes in so many basic and pay programmers that TCI boss John Malone boasts some 40% of DirecTV offerings are wholly/partially owned by TCI. TCI is a 20% owner of Primestar, and plans to launch high-power DBS services as part of its new independent spinoff, TCI Satellite Entertainment.

TelQuest Systems, Inc.

18 Corporate Woods Blvd.
Third Floor
Albany, NY 12211
518-434-5473
FAX: 465-1998

Gared Abbruzzese, Chairman
Barbara Sparks, Executive Vice President
(at 303-741-3728: Littleton, CO)
Stefan Abbruzzese, Vice President, Secretary

As a leading regional provider of wireless cable, TelQuest hopes to deliver an all-digital signal via satellite to MMDS affiliates, and also support DBS services to consumers using high-powered satellites.

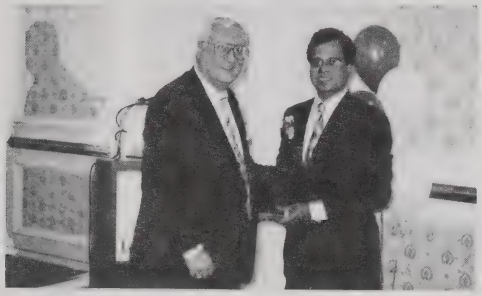
TeleSystem Electronic USA Inc.

10065 Mesa Ridge Court
Suite A
San Diego, CA 92121
619-558-6858
Fax: 619-546-0470

Diego Kreuzer, President
Pier-Mario Pagani, CEO

First founded in Italy in 1989 at the beginning of the European "boom" of the satellite market, Tele System Electronic is now the largest manufacturer of satellite dishes in Europe with a production of approx. 2.5 millions units a year. The newly formed American branch of Tele System Electronic Italy will provide products and services

to the American and South American market.



1995 "Inny" Executive of the Year Joe Clayton

Thomson Consumer Electronics

10330 North Meridian St.
Indianapolis, IN 46290-1024
317-587-4450
Fax: 317-587-6708

Joseph P. Clayton, Executive Vice President, Marketing & Sales, Americas/Asia
James E. Meyer, Senior Vice President, Product Management
Bill Casamo, Vice President, Sales
Michael O'Hara, Vice President, DBS Product Management
Stan Kozlowski, DSS National Sales Manager
Bruce Babcock, General Manager, DSS Software
Bill Mengel, Manager, DBS Product Management

As the initial hardware developer of DSS for DirecTV/USSB, TCE spent millions to design and manufacture units in time for the June, 1994 national rollout. Now, after building more than two million receivers, Thomson is introducing five new models of DSS, and later this year will be producing private labeled units for Toshiba and Panasonic (for parent Matshushita).

Time Warner Satellite Services Inc.

75 Rockefeller Plaza
New York, NY 10019
212-484-8000
Fax: 212-484-8734

Gerald M. Levin, Chairman, Time Warner
203-328-0600
Dan O'Brien, President, Primestar Board member
203-328-4019, Fax:203-328-4020
Brad Greenwald, Vice President, Marketing
203-328-4861, Fax: 203-328-4020

Time Warner Inc., the world's leading media company, consists of its three fundamental businesses: entertainment, news and information, and telecommunication. It also has interests in filmed entertainment; television production; broadcasting; recorded music, music publishing and cable.

TITAN
INFORMATION SYSTEMS

Titan Information Systems Corporation

3033 Science Park Road
San Diego, CA 92121 USA
619-552-9500
Fax: 619-597-9055

Frederick L. Judge, President & CEO, Titan Information Systems Corp.
Scott Smull, Vice President, Finance, Chief Financial Officer, Titan Information Systems Corp.
Graham Stubbs, Vice President & General Manager, Broadcast Communications
Chuck Newby, Vice President, Strategic Business Development, Broadcast Communications
Ricardo Paz, Vice President, Special Projects, Titan Information Systems Corp.

Titan Information Systems Corporation, the pioneer in the application of cryptographic sciences and program security, introduces the Video passport Conditional Access System, providing controlled delivery of digital or analog information. Applications include delivery of voice, video and data by satellite, coaxial and fiber optic cable.

Toshiba Consumer Electronics

1010 Johnson Drive
Buffalo Grove, IL 60089
847-541-9400
Fax: 847-541-9401

Todd S. Moffet, Manager, National Sales
Todd Takaid, Vice President

As a major global power in the consumer electronics and information industries, Toshiba has explored strategic partners for expanding its interests in the

entertainment and computer industries. Often referred to as the "General Electric of Japan", Toshiba is a major player in C-band electronics, and is expected to begin shipping its own DSS units later this year.

Turner Broadcasting System, Inc.

One CNN Center
100 International Boulevard
Atlanta, GA 30303

RE "Ted" Turner, Chairman/CEO
Scott Sassa, Vice President Entertainment
Eleanor Helms, Senior Vice President, Turner Home Satellite
Teresa Artis, Director, THS Sales

Turner Broadcasting System, Inc. (TBS) is a major distributor of news and entertainment products around the world, and an early supporter of DBS, licensing all current providers. Turner will soon become a division of Time Warner with the recently approved merger. Turner Home Satellite (THS), a division of TBS, is one of the leading suppliers of programming services in the domestic direct-to-home marketplace. THS distributes all Turner networks--CNN, CNN International, CNNfn, CNN/SI, Headline News, TNT, TBS Superstation, Cartoon Network, and Turner Classic Movies--- to non-cabled affiliates.

Turner Vision

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P.O. Box 169
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800-344-6634
304-589-7400
Fax: 304-589-5925

Bill Turner, President
Cindy Sheets, Vice President
Brad Belcher, Advertising Manager

Offers backrom services to the AlphaStar network, including consumer interface and programming service.

T/V Com International (division of Hyundai)

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San Diego, CA 92127
619-451-1500
Fax:619-451-1505

Robert A. Luff, President
Anthony Weschelberger, Executive Vice President
Mark Brady, Vice President, Sales

A long-time provider of digital encyption and transmission integration, TV/Com previously was Oak Industries, and has pioneered many techniques in high-speed digital video.

21st Century Distributing

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Garner, NC 27529
919-779-0273
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Don Vicini, Preisident
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Tony Mirabelli, Vice President, Sales & Marketing
Rick Lee, Vice President, DSS Project Director
Carey Chastain, Regional Sales Manager, Satellite Division
Julie Slivinsky, Satellite Sales Manager- 303-680-1013

As a major consumer electronics provider for cellular telephones, car audio and C-band products, Uniden has introduced a new wave of innovative products for the DSS arena.

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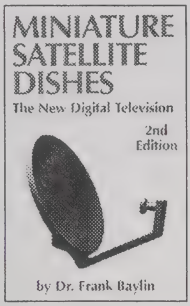

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U.S. Satellite Broadcasting

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Fax: 612-642-4578
WWW: ussbtv.com

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Stanley E. Hubbard, President and CEO
Robert W. Hubbard, Executive Vice President
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Ray Conover, Vice President, Engineering
Joe Ducey, Vice President, Operations
Tom French, Vice President, Consumer Marketing
Robert Pacek, Vice President, Information Services
Carl Wegener, Vice President, Dealer Marketing
Bernie Weiss, Vice President, Finance and Administration

U.S. Satellite Broadcasting (USSB), the Direct Broadcast Satellite licensee of the longest standing in the US, makes available top premium networks and a selection of popular basic programming to owners of the 18" Digital Satellite System (DSS). With over 200 channels of complementary programming provided by US Satellite Broadcasting and DIRECTV, Inc. (a subsidiary of Hughes Electronics Corporation) DSS has quickly become consumers' best alternative to cable TV. U.S. Satellite Broadcasting is a Minnesota corporation and is traded on NASDAQ under the symbol "USSB".

United Video Satellite Group

7140 South Lewis Ave
Tulsa, OK 74136-5422
918-488-4216
Fax: 918-488-4250
800-331-4806
WWW.uvsg.com

Jeff Treeman, President
Rick Brattin, Executive Vice President

While soon to be part of the TCI empire, UVSG will continue to be traded as a separate company. Among its many activities are the provision of marketing field support for DirecTV, operation of C-band packager SuperStar, and provision of superstations WGN, WPIX and KTLA.

USA Networks

1230 Avenue of the Americas
New York, NY 10020
212-408-9100
Fax: 212-408-8228

Kay Koplovitz, Founder, Chairman & CEO
Andrew Besch, Senior Vice President, Marketing
Stephen Brenner, General Counsel and CEO
Iris Burnett, Senior Vice President, Corporate Communications & Public Affairs
Tim Brooks, Senior Vice President, Research
Doug Hamilton, CFO, Senior Vice President, Administration
Douglas V. Holloway, Executive Vice President

USA Network is a broad-based general entertainment network featuring quality original programming for every member of the family. USA produces more original primetime programming than any other cable network, featuring: USA Pictures Original movies; exciting original dramas and comedy series; and premiere sporting events. In addition USA offers viewers box-office hit movies (many are pre-syndication), off-network series and animated children's programming.

US West Inc. (see Continental)

7800 East Orchard Road
Englewood, CO 80111
303-793-6500

Richard McCormack, Chairman

Viacom (see Showtime/ MTV Networks)

1515 Broadway
New, NY 10036
212-258-6000

Fax: 212-258-6597
Sumner Redstone, Chairman

Viacom has become one of the giants in the content/programming business owning the popular MTV Networks, Showtime and The Movie Channel. In its partnership with Blockbuster, Viacom is one of the media companies hoping DBS pay-per-view doesn't bite too hard into movie rentals. Earlier, Viacom exited the PrimeStar Partners.

Warren Companies

300 East 50th St. North
Sioux Falls, SD 57104
800-492-773
605-336-1830
FAX: 605-336-1829
Ralph Warren, Executive Vice President
Brad Behmer, National Sales Manager
Roxanne Van Loon, National Marketing Manager
Darci Willemssen, DirecTV and Satellite Sales Operations Manager

Warren supplies DSS hardware to the satellite dealer network in Upper Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Colorado, Wyoming, Montana, Idaho, Washington, Oregon, Northern California, and Alaska. In addition to providing DSS hardware, Warren also has a programming authorization center that activates DirecTV programming packages for satellite dealers nationwide. Dealers who use Warren's Authorization Center earn generous lifetime commissions on DirecTV programming. Satellite dealers can also purchase DSS accessories, RCA televisions and audio systems, Bose surround systems, home theater furniture, specialty DSS mounts for semi trucks or RV's, and C-Band equipment from Warren Companies.

Walt Disney Company

500 S. Buena Vista Street
Burbank, CA 91521
818-560-1000
FAX-818-560-1930
Michael Eisner, Chairman, CEO
Geraldine Laybourne, President, Disney/ABC Cable
Anne Sweeney, President, The Disney Channel
Judi Lopez, Mgr./ Special Markets- 818-0569-7731

The new media king-of-the-hill is the combined power of Disney and ABC/Cap Cities. While not fully reformed, the strong media stable of programming---ESPN 1/2, The Disney Channel, Arts & Entertainment, The History Channel,and a soon-to-launch ABC driven new channel--will make the combination of these two media powerhouses strong competition for Time Warner, Viacom, News Corp., and Sony for years to come. The Disney Channel was the first programmer to sign with DirecTV in January, 1993, and it is sold in the basic DBS packages of all other DBS packagers as well.

CAP Cities/ABC

1330 Avenue of the Americas
New York, NY 10019
212-456-7777
FAX:212-456-6850
Herb Granath, Vice President, ABC Video Enterprises
Steven Borinstein, President/ CEO, ESPN
Howard Zaremba, Vice President, Special Markets-A&E/ The History Channel.

Of the "BIG 3" networks ABC is the most diversified into successful cable networks with a majority stake in ESPN and ESPN2, and a partnership share(with Hearst and Viacom) of A&E and The History Channel.

Winegard Company

3000 Kirkwood Street
Burlington, IA 52601-2000
310-754-0621
FAX:319-754-0787
Jerry Von Behren, Marketing Director
Rick Coursey, Sales Manager
David Johnson, Field Sales
Manager, 603-673-8479

Winegard is a major producer of satellite dishes in all sizes for several DBS concerns. Winegard also makes an RV DBS mount.

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For over a decade, we've been helping satellite dealers and property developers become successful private cable operators. Each time they submit a bid or meet a prospective commercial client, they do it with the confidence that the nation's top programming distributor will be there for them, backing them up with superior service whenever they need it.

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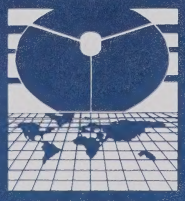

HEIFNER
COMMUNICATIONS, INC.
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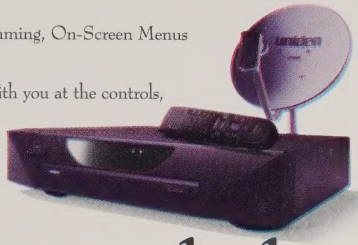

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